

IBM Business Analytics and Optimization Software and Solutions: Business Analytics Journey for SAP® Solutions Users



Highlights:

- Leading organizations that use SAP® solutions are beginning a journey to develop breakaway differentiation through analytics
- Achieving it requires more than a software product; it must be the optimal product delivered with the right vision, competencies, and integration to succeed
- IBM offers a new approach to delivering breakaway analytics through integrated Business Analytics and Optimization Services and Software Solutions

Having realized the efficiency and consistency of utilizing SAP® solutions, many companies are seeking new ways to optimize their business, gain new competitive advantages, and capitalize on their strategic data assets. IBM® offers comprehensive *Business Analytics and Optimization Services and Software Solutions* that enable enterprises to take the right journey to achieving business analytics in their SAP® ERP environments to empower decision-makers with the insight to optimize their business.

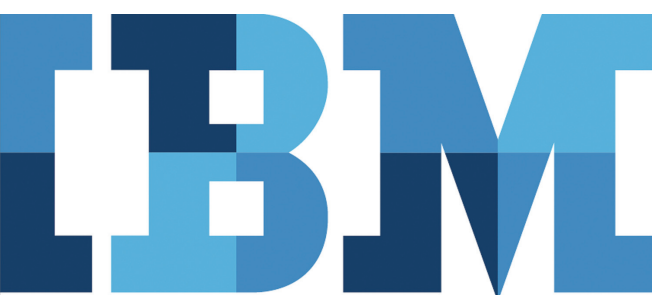
The Imperative for Optimal Business Analytics in Complex SAP® ERP Environments

Companies see the need to adopt new ways of working to improve speed to insight and impact via business analytics. According to recent IBM research, four out of five business leaders see information as a source of competitive advantage but only 50 percent have access to information needed to do their jobs, and a third of business leaders frequently make critical decisions without the information they need¹.

Business analytics is evolving within many leading enterprises. Organizations that used to 'sense and respond' must now 'predict' and plan accordingly. Where managers reacted based on instinct and intuition to make decisions, they now must rely on facts and insight. The new environment must be comprehensive, efficient, and optimized. The best and most able can use analytics to breakaway from competition, wildly increasing the performance of their business.

This isn't always easy for stakeholders within environments that may have many SAP® solutions instances and countless other data sources. Priorities are constantly shifting. The business leader desires a comprehensive view of the business. Business users desire to get the information they need quickly without help from IT. The CTO wants to be sure that analytics are flexible, pervasively adopted, and have low ownership costs. The analytics solution must achieve business requirements without constant maintenance, upgrades, and management.

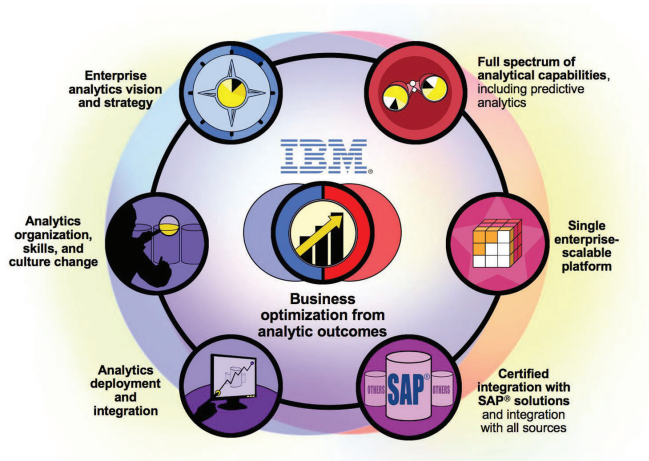
Unfortunately, many organizations take the wrong path to achieving the optimal analytics solution. They tend to focus on a 'snap on' approach that quickly installs some analytical features, but delivers little context, vision, and change that make a meaningful impact. Fortunately, the right path – one that



delivers true analytics transformation and optimization – can be readily achieved with the right partner.

IBM Business Analytics and Optimization Integrated Services and Software Solutions

IBM brings together all of the competencies and capabilities to guide organizations using SAP® solutions along the journey to successful analytics. IBM combines over 5,000 global consulting and technology experts with proven expertise in delivering analytics solutions with IBM Business Analytics Software Solutions that deliver a portfolio of the full spectrum of analytical capabilities built on over \$10 billion in software investments and acquisitions, and thousands of successful deployments worldwide. This distinctive offering enables IBM to deliver real-world analytics value like no one else can.



Through IBM's integrated offering, clients can achieve:

A comprehensive enterprise analytics vision and strategy to address and solve for your organization's analytics objectives and needs, creating a plan to achieve true optimization through new business insights.

Analytics organization, skills, and culture change to ensure that new capabilities are adopted and utilized to the fullest by the organization.

Analytics deployment and integration that goes beyond installation, driving interconnectivity, efficiency, performance, and enterprise-wide integration into SAP® solutions and all of your critical data sources.

A full spectrum of powerful analytical capabilities, including decision management, predictive analytics, reporting, query and analysis, dashboards, scorecarding, planning, and financial consolidation.

A superior single enterprise-scalable platform that is open, modular and extensible, providing ongoing deployment flexibility, unmatched interoperability, and optimal extensibility.

Certified integration with SAP® solutions and integration with all sources via IBM's and SAP's long, deep, successful partnership history of integration and interoperability with SAP® solutions applications, formal SAP® ERP Certification in many of its key operating components, and patent-pending integration with SAP® NetWeaver.

IBM Business Analytics and SAP® ERP Alignment

Critical to the success of IBM Business Analytics in SAP® solutions environments is the long-standing, strategically significant relationship between SAP and IBM. For almost forty years and with the support of over 22,000 global SAP® ERP resources, IBM has been dedicated to working with and improving client enterprises' ability to maximize the value of their SAP® solutions investments. IBM invests in SAP® competency centers to showcase joint solutions, best practices and architectures, with Business Analytics an integral differentiator. The analysts agree: Gartner puts IBM in the Leaders quadrant for strength of vision and ability to execute for both SAP® solutions delivery and BI platformsⁱⁱ.

Ready to get started?

Your enterprise's journey to "Breakaway analytics" can begin or continue with IBM Business Analytics and Optimization Services and Software Solutions for SAP® ERP. Contact your IBM Solution Executive to start the conversation, or learn more at ibm.com/analytics.



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ⁱ Source: IBM, Business Analytics and Optimization for the Intelligent Enterprise, April 2009

ⁱⁱ Gartner Magic Quadrant for BI Platforms, January 2010, Gartner Group, and *Gartner Research Note: Magic Quadrant for ERP Service Providers, Europe, 2009*; Michael von Uechtritz, Alex Soejarto, Ben Pring, February 19, 2009



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